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PROMOTIONAL STRATEGY PLANNING FOR DOCI RAMEN

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Abstract—The culinary world today is growing rapidly along with the progress of time. Doci Ramen is one of the businesses that operate in middle 2012. On the other hand, the promising opportunity creates a whole different level of competition in this market. With so many competitors offering similar products, Doci Ramen has to come up with an excellent business plan to survive the harsh rivalry. So far, doci rame has not reached its target and still pretty unheard of the study was conducted on Doci Ramen by analysing external an internal factors in order to get the root cause of failure to achieve the revenue target. This research was look up the potential customers' dwelling around Jl. Dipatiukur through focus group discussion, questionnaires and interviews. The research then produced an analysis of potential customers and their consumption patterns, the result of this research are how lack of advertisement and promotions for new comers influenced the fact that not many people will know of the newly established place. Doci Ramen was also focused on the promotional activity that conducted inside the Doci Ramen and intended for consumers who ready know and have visited the Doci Ramen, while the external promotion activities that should research to reach the potential costumers that has never visited. The result of this research will become the foundation of new business strategy solution on how to create a better brand awareness both in its business to customer by reaching the target market with integrated marketing communication as well as in its business to business by building up a good partnership between its business partner. The key objective in this new scheme is to raise public awareness which result better revenue for Doci Ramen in the future. The new promotional strategic implementation will involve the restaurants' management with help of the necessary agents from external resources for duration of one year focusing in B2B and B2C plans. This short term period promotion marketing strategy will help Doci Ramen to get its short term goals and aids the Doci Ramen to achieve the intended investment plan in long term

Key words: promotion strategy, brand awareness, culinary industry

1. Introduction

The culinary world today is growing rapidly along with the progress of time, evidenced by the many forms of new businesses that cultivate the culinary field. This situation is because one of the businesses that still very potential to generate huge profit nowadays is the culinary business. A high level of competition in an attempt to encourage the food trade to have a competitive advantage. According to Porter, competitive advantage strategies that can be performed by business actors are differentiation, cost leadership and focus. Culinary business is a business opportunity that will never die as long as people still need food. Another factor that makes running a culinary business is a change in lifestyle of the people, especially in this case is the city of Bandung, which has begun to open and accustomed to eating outside the home because in addition to efficiency it can also be used as a means of refreshing both with friends and colleagues

Doci Ramen engages in the culinary field. Business is built on the basis of hobby, pleasure, and the need to indulge foodies which focusing on Japanese noodle soup, ramen. Doci Ramen was established in 2012, when the culinary trend that was around Japanese food, accordingly the idea to create a dining concept that focuses on ramen shop. Doci Ramen is located at Dipatiukur No. 58A.

Situated in the middle of the campus and the university area benefits Doci Ramen as it is easily accessible by student.

Doci Ramen has been running for 9 months. If seen from the structure of the organization, Doci is categorized as start-ups, so there are many things that should be improved in the face of competition in Bandung's culinary business. rising culinary business in the Bandung has increased the competition in the industry. The culinary business will be asked to create differentiation in order to distinguish between one place to eat with other. Besides competition, shifting consumer behavior affects Doci Ramen income. There are several things that cause the low incomes. One of which is the high level of competition of ramen shop in Bandung and the many eateries located in Dipatiukur Street. In addition, the lack of marketing strategies makes Doci Ramen as entrant failed compete with other senior dining companies, so it is expected that Doci Ramen to have a good strategy to attract consumers.

Based on interviews conducted to the owners and staff of Doci Ramen, it was noted that the planned marketing programs by Ramen Doci were still not fully implemented. In the early stages, the management was more focused on maintaining and improving the quality of products and services, while the external marketing program has not been fully implemented.

2. Business Issue Exploration

The Business issues that describe in this chapter is lack of awareness in public opposition to the Doci Ramen. In the issue of the business, next analysis conducted by considering the condition of internal and external factors of the Doci Ramen itself. The internal condition consists of companies's analysis and its collaborators, while the condition of external consists of Doci Ramen customer analysis including the analysis of potential customer, competitor analysis and various context that influence them. The expected from all analysis are can identify the root cause of problems that eventually find appropriate business solution

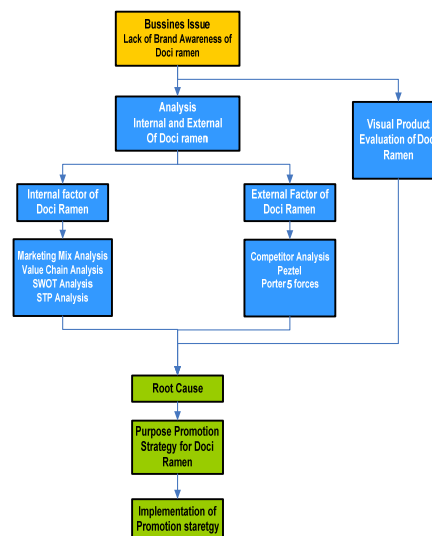


Figure 2.1. Conceptual Framework

After performing the previous observation, can be conclude that the Doci Ramen at the level brand recognition. The respondents were aware of any type of ramen, but when the respondents is asked to mention some of 'ramen tavern' the respondents did not mention Doci Ramen as 'ramen tavern' that respondents know, but they know that there is ramen tavern called Doci Ramen. The problems that result from the analysis is low traffic divide into two parts, there are external traffic and internal

traffic. On the internal causes of the lack visitors traffic is still a lack of brand awareness among potential customers and promotional activities that have still not been fullest run. Lack of brand awareness of Doci Ramen resulted in top of mind is still low or is still in brand recognition level. Promotional activities that have been carried out in the internal only, whereas promotional activities that engage the potential costumer has not done because Doci Ramen is not the tools of IMC as means of promotion activities in Doci Ramen.

On the external part of the problem is high bargaining power of buyers resulting in a level business competitors between the higher replacement products from products offered by Doci Ramen.

3. Business Solution

The previous chapter explores the company's internal functional capabilities and external conditions. The root cause is obtained from business exploration that has been done is less of marketing communication planning that have been made by Doci Ramen and low the top of mind doci rame causes the target sales difficult to achieve.

- According to root cause, there are two alternatives business solution that can be done to increase brand awareness and revenue improvements that is Doci Ramen promotion carried out to the target business-to-consumers (B2C) and business-to-business (B2B)
- Promotion strategy used to approach the B2C target is using integrated marketing communication (IMC).
- IMC activities that can be used as an alternative to be promotion is the advertisement, sales promotion/in store promotion, WOM and event marketing.
- Promotion strategy that can be used to approach the B2B target is using partnership.

4. Implementation Plan

In this chapter will be provide about implementation promotion strategies. In this chapter will discuss about the implementation plan, which strategy-promotion will be run that have been described in the previous chapter. Implementation plan for promotional activities that have been previously selected for either the business-to-customer (B2C) and business-to-business (B2B) performed in national scale carried out in particular in the city of Bandung and carried out within a period of 1 year. Promotional activities for the selected system B2C are advertising, sales promotion, word of mouth and event marketing, and otherwise promotional activities were selected for the B2B system is a partnership.

The following is promotional action plan for Doci Ramen

Action Plan



Figure 4.1. Action Planning Scheme of Doci Ramen Promotional Strategy

Activities advertising that has been chosen to be perceived and also can support promotional activities Doci Ramen consists of electronic media radio, brochure and the internet. This function is chosen because it is considered to be in accordance with the target consumer Doci Ramen that students and employees

- The spread brochure divided into two groups which is the A group is potential consumer who had activity around Dipati Ukur street . For A group a brochure dealt once a month. Group b is traveler who came to Bandung at the weekend. To category B brochures are dealt each once a week.
- Promotional activities made via internet media divided into three elements activities which were through the website are valid for 1 year, Communication activities through twitter buzzer (at)infobandung and (at)kulinerbandung that be done by turns.

Promotion activities selected is customer promotion Where the goals for this strategy is to get new consumer and retain existing customer. Customer promotion activity selected is the program discount, vouchers, special menu packages and member card. This activities are potential considered can attract and retain the existing customer

For promotional activities using word of mouth strategy, promotional activities held each month for one year. For the program event, marketing Doci Ramen will follow several events times in a year

Conclusion

The level of Awareness the Doci Ramen is a newcomer to the world of culinary business can be said still very low when compared with competitors in the culinary industry. It is one of the factors sales goals Doci Ramen are not fulfilled. But based on the results of research and analysis that has been done, potential customer Doci Ramen big enough.

The level of competition at a very high culinary business right now, makes Doci Ramen should be able to determine the strategy for communication and promotion strategy to be able to reach potential customers and retain existing customers. Based on the results of the analysis of Doci Ramen, identifying if Doci Ramen strategy promotion still being lack, so has not been able to reach a potential customer that Doci Ramen wants.

And so to solve the problem solution proposed to Doci Ramen is by doing a strategy of promotion proper. Based on the results of the analysis that the marketing communication strategy to the customer or business partner is a long-term investment for a business venture and corporate. This is besides can fulfill Doci Ramen main target, also can raising awareness Doci Ramen in society, in further, promotional activities is expected to increase consumer loyalty that ultimately can increase revenue of Doci Ramen

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